

Let's Get Wellington Moving: Golden Mile Retail Impact Assessment

KEY FINDINGS



Overall, **positive** impacts to **retailers** are expected to be highest in option **Transform**.

It's expected that the widened footpaths, together with **more space** for bikes and scooters will **increase access** and **lead more customers** to the **Golden Mile**.

The **EY retail impact assessment** highlights what **landlords and tenants** could expect as a result of the proposed options.

Landlords could expect **greater lease demand**, **lower vacancy rates** and **increased rental appreciation**, tenants could expect increased rents and competition for space, but **higher sales volumes** as a result of revitalised spaces and increased pedestrian footfall and modal share.

Studies of **improved pedestrian environments** in shopping areas have shown that lowering the speed of traffic passing through an area and providing wider footpaths, landscaping, and **streetscape improvements**, pays off in terms of **customer numbers** and **sales figures**.



WHO, WHAT & WHY

Transformation of the Golden Mile is about creating **vibrant, thriving**, and attractive public spaces by **moving more people in fewer vehicles**.

We want to get it right so in response to business feedback in 2020 we commissioned **EY** to undertake a Golden Mile retail impact assessment. The purpose of the assessment was to give an unbiased opinion of the most immediate positive and negative impacts on retailers from proposed options for the Golden Mile. Including:

- ▶ Positive and negative outcomes of increased pedestrian traffic and less private motor vehicles.
- ▶ Impact on landlords and tenants in the Golden Mile such as expected rent trends and lease demand.
- ▶ Future economic impacts on the area including the flow on effects of improved public spaces and economic vitality.



FOCUS OF ASSESSMENT

The retail impact assessment involved:

A market assessment including:

- ▶ Current market rents, lease demand, growth rates, vacancy rates and tenancy trends.
- ▶ Benchmarking of income/return metrics against other comparable NZ retail precincts
- ▶ Understanding current trends and forecasting future trends
- ▶ Discussions with leasing agents in the Wellington City market to understand critical retail market drivers

Research – including local and international case studies

MRCagney parking impacts report - estimating the impact of parking removal on retail spend under several scenarios.

Golden Mile Intercept Survey - investigated customer travel and behaviour patterns on the Golden Mile

Walking the Golden Mile - collecting data on retailer types, counts, vacant properties, parking availability and side street retailers.